

Message Text

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SUBJECT: USIS SUPPORT FOR COMMERCIAL PROGRAM

REF: STATE 006950

1. CLOSE USIS COOPERATION WITH THE OBJECTIVES OF THE COMMERCIAL PROGRAM IN ITALY HAS LONG BEEN THE RULE. THE EDUCATION '70 SHOW, OCT.-NOV. 1970, OUTSTANDING EXAMPLE, OF BOTH COOPERATION AND ITS LONGEVITY. THUS THERE WAS LITTLE GROUNDWORK NECESSARY TO PERMIT US TO MOVE AHEAD UPON RECEIVING USIA PAO LETTER #23. THE COMMERCIAL COUNSELOR AND THE DEPUTY PAO MET AND OUTLINED A PROGRAM (KEYED TO ITALY'S 16 BEST PROSPECTS) TO BRING ADDITIONAL USIS RESOURCES INTO SUPPORT OF THE COMMERCIAL PROGRAM.

2. AMONG CURRENT PROJECTS AND THOSE BEING IMPLEMENTED ARE (USIS ROME FIELD MESSAGE #4 REPORTED MUCH OF WHICH FOLLOWS, IT IS REPEATED HERE FOR EASY REFERENCE):

1) /AMERICANA/ - USIS ROME'S PRESTIGE PUBLICATION FOR HIGHLEVEL AUDIENCES WILL INCLUDE MATERIAL ON TRADE PROMOTION. IN COOPERATION WITH THE COMMERCIAL SECTION, USIS WILL EXPAND ITS AMERICANA RECIPIENT LIST TO ADD ABOUT 1000 COMMERCIAL ADDRESSEES. OUR AIM IS TO REACH RANKING GOVERNMENT AND CORPORATE OFFICIALS AND TRADE JOURNAL EDITORS.

2) COMMERCIAL BULLETIN - THE BULLETIN WILL GET A COMPLETE FACE LIFT. ITS GRAPHICS ARE BEING REDESIGNED AND IT WILL BE UNCLASSIFIED

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PRINTED. IN ADDITION TO GREATLY IMPROVING THE BULLETIN'S

LOOKS, PRINTING IT WILL ENABLE US TO EXPAND OUR SUBSCRIBER LIST - AT PRESENT WE MUST LIMIT THE BULLETIN'S CIRCULATION SEVERELY BECAUSE OUR CURRENT METHOD OF REPRODUCTION (USING MATS) LIMITS US TO A MONTHLY RUN OF AT MOST 3000. ALSO USIS WILL HELP IN BUILDING THE BULLETIN'S AUDIENCE AND IN PROVIDING MATERIAL (FOR PREVIOUS COOPERATION SEE ROME REPLY TO DEPT.'S A-5618--COMM'1 NEWSLETTER PROGRAM QUESTIONNAIRE).

3) TRADE JOURNALS - COMMERCIAL SECTION (WITH HELP FROM THE TRADE CENTER) WILL PROVIDE USIS WITH AN EXTENSIVE LIST OF IMPORTANT ITALIAN TRADE JOURNALISTS. THE PURPOSE IS TO LAUNCH AN EFFORT TO STRENGTHEN USIS CONTACTS WITH THE TRADE PRESS. USIS ROME AND THE EMBASSY COMMERCIAL SECTION WILL CALL ON WASHINGTON FOR PICTURES AND MATERIAL WHEN THERE IS AN OPPORTUNITY TO PLACE A STORY.

4) VISIT USA TRAVEL CONSULTATIVE GROUP - SINCE THE GROUP WAS ESTABLISHED, USIS HAS TAKEN AN ACTIVE ROLE IN OUR PROMISING ATTEMPT TO MARSHALL GOVERNMENT AND AIRLINES INTO AN EFFECTIVE TOURIST PROMOTION VEHICLE IN AN ATTEMPT TO FILL THE HIATUS (SEE ROME 1408).

5) ELECTRONIC DIALOGUE - USIS ROME WILL PUT TOGETHER AN EXPERIMENTAL ELECTRONIC DIALOGUE IN SUPPORT OF TRADE PROMOTION. COMMERCE IS REQUESTED TO CONTACT USIS ON THIS PROJECT AND PROVIDE NECESSARY ASSISTANCE.

6) SKYLAB II - A USIS ROME TRAVELING EXHIBIT ON CONSUMER BENEFITS OF SPACE EXPLORATION WILL INCLUDE DISPLAYS OF US SPACE SPIN OFF PRODUCTS, IF WASHINGTON EFFORTS TO OBTAIN THEM ARE SUCCESSFUL (SEE ROME 11997, 13649, 279).

3. THE PROJECTS LISTED IN PARA 2 ARE MENTIONED SPECIFICALLY FOR THEIR "CROSS-FERTILIZATION" VALUE. FOR THE SAME REASON WE HAVE INCLUDED PROJECTS IN THE ACTIVE PLANNING STAGE WHICH, DESPITE EVERY EFFORT, MAY NOT PAN OUT. WE HAVE LEFT UNSAID THE NUMEROUS WORK-A-DAY EXAMPLES OF USIS - COMMERCIAL SECTION COOPERATION, SUCH AS EDITING OF THE COMMERCIAL BULLETIN, ASSISTANCE IN PRESS CONTACTS, HELP IN PUBLICIZING MTC EXHIBITS.VOLPE
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